

THE ORIGINAL

# Moonbeams

BY COLONEL LITTLE

The Smallest Newspaper in the West

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## Groundhog (Woodchuck) Day is ripe IN THE VALLEY OF THE MOON

Those heavy rains, while miserable at the time, have been a wonderful boon to the Valley. They help insure a water supply this summer, a fast start for vegetables and flowers and grass—and actually seem to portend an early spring.

Nowadays it is considered a good idea to marry young and have a congenial roommate at college. VALLEY JEWELERS, Boyes.

There's another angle to it that isn't so good. That is, all that bountiful water rushing past us at flood level, emptying into the bay. A series of dams would hold much of it back, for valuable use during the summer months. A well designed series of dams would obviate any necessity for us ever having to look for Coyote dam water. The strange part of it is that the powers that be, the army engineers and soil conservationists, etc., seemingly have given little consideration to such a program.

LIONS CLUB (Tuesday at Palms Inn) will show movies of the San Francisco convention parade. Other important matters coming up.

Ellen Baum, proprietor of Powder Box Beauty shop up on Arnold drive near Eldridge, has sold her interests to Betty McKee, who has been her assistant for the last couple of years. The same high quality of workmanship will be maintained, and little Ellen will continue to be a Valley resident. The shop has a large and growing clientele.

RUSTIC INN, Glen Ellen. Center of town. Last of the original 11 taverns. Jack London liked the place. It's western!

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Not at liberty to give his name as yet, but one of our progressive young businessmen will be moving to Florida before too long.

**BANCROFT NURSERY, Sonoma.** Potted plants, corsages, flowers for weddings, funerals, hospitals. We deliver—anywhere.

Other local news of the week includes a dynamite suicide east of Sonoma, a highway traffic accident which took the life of Calvin Sassarino, principal of the Sonoma elementary schools; a March of Dimes by mothers, and a number of cultural and social events.

**MANCUSO WINES, Glen Ellen.** Grower-produced. Available at every retail outlet. As good as the best, and better than most.

Lions club has scheduled special movies for next Tuesday night at Palms inn—subject, the Lions International convention parade held in San Francisco last July. A big turnout is urged.

Lions will participate in a zone meeting with the Calistoga club on February 11, and on March 4 will host the district public speaking contest for high school students. The prizes, if the winner can go on up, are substantial. This will be a ladies' night.

**ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971**  
**Prescription Specialists                      Veterinary Supplies**

Oscar Larson was "frozen out" for the Ukiah meeting endorsement of a republican candidate for congress. Those Marin boys had everything cut and dried. The favorite is one DuPuis—and what chance has a man with a name like that against Clem Miller, democrat of Corte Madera?

**BATES & EVANS, Funeral Directors. 691 Broadway, Sonoma.**  
**Sonoma Valley's Pioneer Funeral Service firm. Serving families of all faiths since 1879. WEbster 8-2686.**

Talk about coincidence! Your editor Tuesday night was the fortunate winner of \$3 worth of porterhouse steak, given by Frank Burmis of the Woodleaf as his turn came around to produce the prize of the evening. Happens about once a year to each member. Two years ago Frank's steaks were won by the Old Colonel. One year ago, same thing happened. And now again this year. Must be a jinx—certainly no collusion.

**LAZY R & T SHOP, 412 First St. East, Sonoma.** Second Hand Variety Store—used tools, gifts, furniture. Machine saw filing.  
**SONOMA MISSION INN, Boyes.** Noted for splendid cuisine, its excellent bar, luxurious accommodations. Pay us a visit—soon.

**ALL ABOUT FRED FRANKLIN**—So many little items it was decided to group 'em all together.

Fred's the last of the old union hand-made cigarmakers on the Pacific coast. He's also president of the El Verano Improvement club, which has its February meeting next week Thursday, the 6th,



when nominations and elections will be held. Bob Nichols of the county planning commission will be on hand for a talk on zoning, along with several other speakers, and the usual good refreshments will be on hand.

The other morning about 4 o'clock Fred got the brilliant idea of calling his cousin Irene in Binghamton, N. Y., to find out if she were still there. In about three minutes he had her on the phone—first he's talked to her since 1916 when he lived in Binghamton.

Franklin recently got a new job—El Verano director in the Sonoma County Taxpayers' association.

He also will be emcee at the huge costume ball to be held this coming Sunday at Little Switzerland. Frank Pensar and Mrs. D. F. Kline are likely judges. Floyd Buick, news commentator on KFRC, San Francisco, is making frequent comment concerning the ball. Listen in!

**JIM'S MEATS, at Boyes Springs Food Center. Highest quality meats, cut the way you like. Fresh poultry. Delicatessen dept.**

**MISSION CHAPEL MORTUARY, Funeral Directors, Sonoma. James and Jack Bisso. Only home-owned and operated mortuary serving Sonoma Valley families. WE 8-3357.**

**OPEN LETTER TO JOHN GLAESE:** With an admitted shortage in the physical plants of many schools, exactly why should not these plants be used to full capacity, i.e., 12 months a year, more hours a day? The world is waiting for your answer. **MOONBEAMS**

**SONOMA GOLF & COUNTRY CLUB, Arnold Drive. Finest food always. Try our Clown Room. Henry Goulette, manager.**

**ELECTRONIC DRIVE-IN—TV and Radio—Specializing in Auto Radio. 736 West Napa St., Sonoma. Kraft and Castori. WE 8-4839.**

o such a program.

up on "commercials"—singing or otherwise, that come into their homes over the air. They pay no attention to them. Principal complaint is the constant repetition, some of over a year or more and on several stations. They definitely aren't intrigued with the cartoon commercials, nor the singing variety. They can take a good salesmanship talk, if it isn't too long. You'd think the sponsors and their advertising agencies would wise up.

**SONOMA GROVE, Hiway 12 south of Boyes. Finest food and drinkables, homelike atmosphere. Italian foods, too. Seafood.**

**DENNY'S COG CLUB, Boyes. Gathering place for sportsmen—fishermen, hunters, football and baseball fans. Congenial always.**

Do you, too, laugh when they speak of the "low priced three?" There isn't any such thing nowadays.



**SLEEPING ROOMS** in private home. Clean and quiet. 27 Patten St., Sonoma. Phone WE 8-2553. 6-21

**SONOMA MILL & LUMBER CO.**, Hiway 12 at the big curve. Super service for contractors, carpenters, home owners, ranchers.

We go along with Fred Othman, our favorite columnist. He's proposing the Othman car, to have four wheels you can see, a running board, straight glass panels, a crank in front for emergencies.

We've got an idea along somewhat similar lines: Sell a car pretty well stripped down to the barest essentials. Unpainted, too. Then the purchaser can finish up the painting at his leisure, add such accessories he thinks he needs when he really needs them—and get the car at considerably less than prices now prevailing. It'll be the Little Special. After all, what does one need in a car except transportation?

**LEE'S CHUCK WAGON**, Sonoma highway. Prime ribs. Charcoal broiled steaks. Salad bar. Finest mixed drinks in western style. **PAUL'S OLD RANCHERO**, Verano. Superior dinners, cocktails. Banquets a specialty. Music Saturdays—Paul and Buff.

A resident living not too far from downtown Boyes asked us the other day why he has to have a Sonoma address (with people in Sonoma never having heard of his street even). Answer: Because there is no rural route out of the Boyes Hot Springs postoffice.

Whoever makes the rules concerning this area of the postal operations must be pretty dumb. Why should a Sonoma delivery outfit start out this way, split a little around Boyes, then join and go on up the road? Why do residents on Thompson avenue, or Hawthorne years ago Frank's steakes were won by the Old Colonel. One year on Arnold drive and Highway 12 beyond Boyes have to be served from Sonoma and use Sonoma as their address? Let Sonoma service Vineburg and Schellville and such and leave our own section to the Boyes Springs office.

We hope soon to procure a map showing the existing postal delivery routes, so you can all see how silly the present setup really is.

**FRIBERG DRUG STORE**, So. Broadway, Sonoma. Prescription specialists. Time-Ex watches. Soda fountain. A super drug store. **MIKE & ROSE'S MARKET**, Boyes. Open Friday and Saturday. Highest quality meats you'll ever find. Complete grocery dept.

If the sun shines Sunday, Feb. 2, legend has it, the groundhog (woodchuck in some sections) will take one look at his shadow, then scuttle back to his comfortable diggings, while we surface-bound creatures struggle along with six more weeks of winter weather.

It is a pleasant legend, and we wouldn't want to demean it in any way. However, this year, at least, we think the furry weather

prophet has an even more practical reason for staying out of sight. What sensible groundhog would want to be out in plain view during Frankfurter week?

**BROADWAY CAFE, Sonoma.** Mendel Cader, manager. Now! Cozy dining room, lunch counter. You'll like it here—immensely!  
**CHEF CARDINI'S RESTAURANT, Glen Ellen.** Fastidious in its meals, drinkables. Comfortable, luxurious. We cater anywhere.

Then there's Brent Payne, to whom we sold the Valley Review along in 1950, who edited it several years but later moved to Santa Rosa and did some trade lynotyping. Now he's got himself a new location out in Montgomery Village, has his linotype, coupla of presses and oodles of type, and he's going like a house afire.

**EL DORADO HOTEL, Sonoma.** John Merlo, prop. Complete menu, Italian foods a specialty. Friendly, western atmosphere.

**GLEN ELLEN LIQUOR STORE.** "Slim" Wallace. On Arnold Drive. Varied stock—wines, beer, whiskies, liquors.

#### FAIR—OR JUST FIXED?

Judicial criticism of the situation that finds California enforcing liquor prices established by the trade has centered attention on the whole question of the so-called "fair trade" laws. Are such laws really fair, or do they merely fix prices at an artificial level, to the disadvantage of the consumer?

You can get an argument on either side, of course. The other day a group of independent California service station operators called for state control of gasoline prices, to prohibit price cutting. But as T. L. Wark, western division general manager of Tidewater Oil company, pointed out, such controls "could only serve to force the consumer to pay higher and higher prices."

The American economy was built on free competition. That means a continuing effort to offer the best product at the most appealing price. It may also mean an occasional spurt of sales competition known as a "price war." In all this the consumer benefits, however, and the consumers—the people—are, all, the parties of the first part.

**JOHN'S SEWING MACHINE SHOP.** New location—18375 Hiway 12. Repairs, service, parts, all makes. Vacuum experts. WE 8-8152.  
**OUR RESORT, El Verano.** Home of draft beer, and the Stein Club. Harvey and Melina will serve you. Friendly atmosphere.

Charlie and Ruth McDougall, relatively new residents who bought a palatial home in Loma Vista, are staging a little pizza party for their friends along in February. Their invitations were most unusual. They went to the Valley Review print shop, had them "lift" some regular type of that week's issue, and insert the McDougall invita-



tion, which in turn Charlie outlined with orange crayon. The result was just about one of the most original invitations you'll ever see.

**MENDEL'S CAFE**, Boyes Plaza. "Finest eats in town" they tell us. Steaks, seafood, Spanish dishes. Cocktail bar. Drop in.

**B & L LAUNDROMAT**, on hiway, Fetters. Save time and money—wash, dry, iron, right here. Especially during the cold season.

**TIMELY ALWAYS** (Swiped from Santa Rosa Lions Bulletin)

One score and eighteen years ago our fathers brought forth upon the nation a new tax, conceived in desperation and dedicated to the proposition that all men are fair game. Now we are engaged in a great mass of calculations testing whether that taxpayer so confused and so impoverished, can long endure. We are met on Form 1040. We have come to dedicate a large portion of our income to a final resting place with those men who here spend their lives that they might spend our money. It is altogether anguish and torture that we should do this. But in the legal sense we cannot evade, we cannot cheat, we cannot underestimate this tax. The collectors, clever and sly, who computed here, have gone far beyond our power to add and subtract. Our creditors will little note nor long remember what we pay here, but the bureau of internal revenue can never forget what we report here. It is rather for us to be dedicated to the great task remaining before us, that from these vanished dollars we take increased devotion to the few remaining, that we here highly resolve that the near future will not find us computing at a higher income rate. (Author unknown.)

**BUD'S GARAGE**, corner Railroad & Cherry Sts. Guaranteed finest workmanship. Chevron Service Station. Phone WE 8-3971.

**R. A. "BOB" MILLER** — "Yours for Life"

Insurance Exclusively

Next to Telephone Co., Sonoma

**AND THESE SENTIMENTS ARE OURS, TOO.** Letter to the Editor):

As I sit on my porch in the summer time, tourists drive up in the shade of our dear old large oak trees and invariably they ask, "where's the springs and Boyes Springs bath house." Then the next question is "Where is a good place to fish?"

The only thing I can tell them is the Russian river, miles away. They then go on. In a short time the same question is again asked.

Since we have nothing but rain, why can't our citizens see the need of a stocked-up fish reserve—namely the Sonoma creek near Schellville to have a good big dam and plenty running water the year around in the creek, flowing freely, so tourists can walk back of the bathhouse and see water, plentiful and clear.

This dam could answer for three purposes, namely: (1) A place



to fish; (2) Schellville would not overflow; (3) a creek with water in it all the year around—and clear.

I love this Valley of the Moon, experienced the peacefulness of it as Jack London did years ago, and want to see it progress. Plenty of water, warm greetings and light are the Indians' slogan for to gain and make friends, who are seeking health, clean sport and recreation.

Since I understand the mineral baths can't be surpassed, why not get on the ball and put this proposition into hands qualified to act and help us get a reserve for fishing, etc.

Respectfully

MRS. ADA LEE HIGUERA

Boyes Hot Springs

**PLAZA LIQUORS** (next to B of A, Sonoma). Off-sale liquor, wine, beer, soft drinks. Hors d'ouvres. Pizzas. Party favors. Novelties.

**BOYES SPRINGS FOOD CENTER.** Quality foods in all departments, and at lowest prices. Take-out beverages. One-stop market.

From an Oakland newspaper we learn something about Dr. Cecil Saunders, head man at Sonoma Golf and Country club.

Seems one Adrian Palmquist, an attorney, vacationing in Palm Springs, had a son Bernie come down with the mumps; Rickey also had mumps, and Genie on the way home got that puffed-up look. So Palmquist decided to relax by catching the Bing Crosby golf tournament. First person he met was Dr. Saunders. "Boy, oh boy!" the doctor said, admiringly. "There's something certainly wrong with you! What a beautiful case of mumps you have!"

And when Palmquist returned to his office an associate leaned lugubriously on his desk. "They tell me," he said hollowly, "that I have the measles." He had. And Palmquist for the life of him can't remember if HE ever had the measles.

**VALLEY OF THE MOON CIGARS**—Union label, handmade right here at home. Superior quality always. Most dealers have 'em.

**VALLEY OF THE MOON CLEANING PLANT**, Hwy. 12, Boyes.

Fast service. Free pickup. All work done on premises. WE 3-5830.  
**NO NEWS IN THE HOME TOWN PAPER?**

The universal cry of the small town newspaper reader is "Aw, there's no news in this blankety-blank paper." The daily carries the sputnik story, television pictures what has happened in Timbuckto and the magazine goes to great lengths to tell you why Gary Cooper likes his eggs sunny side up. Radio gives you news on the hour, every hour, and the ladies at the coffee parties have news to relate that sometimes hasn't happened as yet, but the small town newspaper merely carries "too many ads" or "all that stuff about Mrs. Jones visiting Mrs. Smith last Saturday."



And yet somehow that small town newspaper carries the entire life of its community when serious reflection is employed. Little Miss Nancy Smith was born at the hospital and weighed 8 pounds 2½ ounces. Little Nancy Smith entered kindergarten this week. Nancy Smith scored 14 points in the basketball game Tuesday night. Nancy Smith, the daughter of Mr. and Mrs. Joe Smith, was married Sunday to Billy Jones. A son, John Jones, was born to Mr. and Mrs. Billy Jones. Time passes—Mr. and Mrs. Billy Jones celebrated their 50th anniversary on Thursday—and services for Mrs. Billy Jones were held Monday at the local church.

So there it is—a slowly developing, nothing sensational, story—repeated week in and week out. It's the story of small towns everywhere. No news—just the story of life.—Newell (Iowa) Mirror.

**PALMS INN, Verano.** The Inskeeps are your hosts. Home of the Lions. The food is excellent, also the mixed drinks. Carl & Jerry. **RICHFIELD SERVICE**, main corner, Boyes. Best equipped station in the Valley. Bud Delaney, proprietor. S & H Stamps.

Psychiatrist: "What did you say?"

Patient: "I said that for some strange reason people don't like me . . . pay attention, fathead!"

**MAC DONALD'S JEWELRY, Sonoma.** Expert watch-clock repair service. Watches, Rings, Bands, Jewelry, Shavers. The best, always. **FRANK'S HARDWARE**, Castner Bldg., Boyes. Gardening equipment. Household appliances. Giftware. Paints. Tools. Glass.

#### A PROGRAM FOR THE SPRINGS AREA

Solution of the water problem by building a series of dams on Sonoma river to conserve water, prevent floods, and for recreation.

Traffic and parking control in the entire area.

A bridge across Sonoma river, connecting Craig and Thompson.

Procuring of rural delivery and carrier service, from Boyes postoffice.

More facilities, use, and suitable names for local Recreation District parks.

A suitable name for the area, preliminary to incorporation as a city.

A name for Highway 12 suitable for our new city.

A local chamber of commerce, devoted to Springs area promotion.

A bank of our own.

Moonbeams is dedicated to the accomplishment of these aims. Maybe more will be added in the months to come. We can't do it ourselves, but with community cooperation they will be done!

**FOUR CORNERS CAFE**, So. Broadway. The finest pizzas, 12 varieties. Imported and domestic beer and wines. Drop in—soon.

**LEE STARRETT**, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.